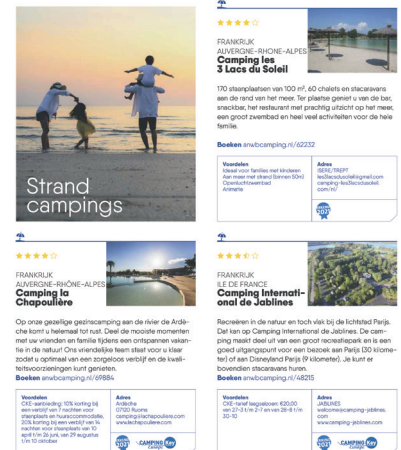


ANWB Theme campaign

Target group: Camping and caravanning travelers



Example in ANWB GoCamping

Relevant content is essential. The more that content ties in with the needs of campers, the easier it will be for people to notice you. And, even more relevant the information is for campers, the more it will be appreciated.

The ANWB has selected 8 popular themes based on search behaviour of Dutch campers. The ANWB offers you comprehensive options to be noticed through these themes. There is the choice of a Medium Package with a focus on online coverage, or a Large Package whereby online operations are combined with our print media. This way, you will receive the maximum advantage of the strength of the channels of ANWB!

Theme campaign can only be selected in combination with an online sales package at anwbcamping.nl

Bookable themes

1. Camping by the sea / on the beach
2. Charming campsites
3. Small campsites
4. Children's campsites
5. CKE campsites
6. Campsites with swimming pools
7. Top (5 star) campsites
8. Nature campsites

Sales Package	Package Medium	Package Large
ANWB Newsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Instagram Post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Banner on anwbcamping.nl	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Theme page & Lister ANWB Camping	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
1/4 page Kampeer Kampioen or GoCamping (based on the most relevant target group)		<input checked="" type="checkbox"/>
	€ 375,-	€ 625,-

Unser Herz schlägt für den Tourismus.